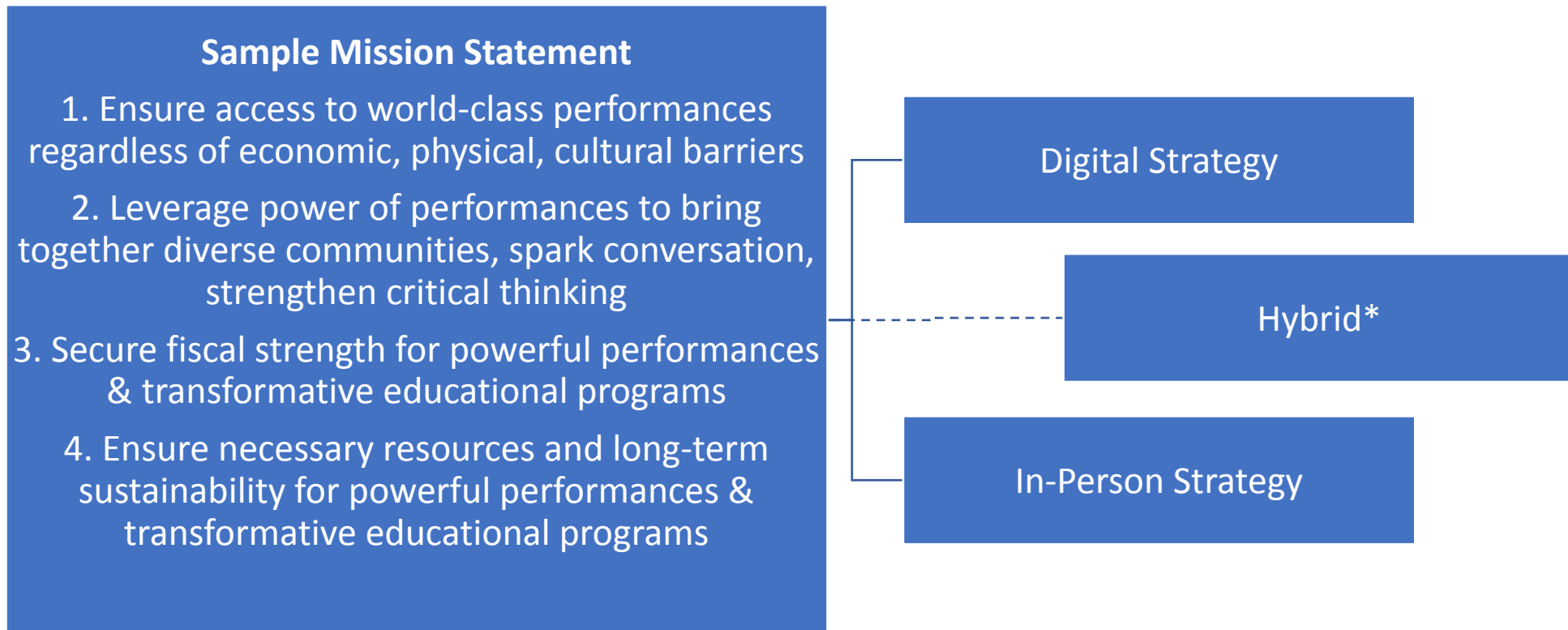


SERIES: BUILDING DIGITAL RESILIENCE AMONG ARTS & CULTURE NONPROFITS

Article #1: The Diagnosis for Nonprofits is a Digital Future. Now What?

Digital strategy should evolve directly from a nonprofit's mission statement, just as its in-person strategy does. Thinking of strategy this way enables senior executives and board members to focus their efforts given a myriad of possibilities for new digital initiatives. Instead of two distinct strategies, website hyperlinks and distinct staffs, ideally digital should be a dimension of every internal operation from research to marketing to programming to fundraising.



Mission

Access regardless of economic, physical, cultural barriers

Gather diverse communities; spark conversation; strengthen critical thinking

Secure fiscal strength for performances & education

Ensure resources & long-term sustainability for performances & education

Strategic Goals

Expand reach to **target market** audiences & supporters, cognizant of DEI

Become a **content producer (facilitate, educate, engage)** rather than content publisher/presenter

Improve internal operating efficiencies

Explore new revenue models

Digital Initiatives

- website upgrades (SEO) & business listings (Yelp, Google)
- leverage social media to promote brand (FB, IG, YouTube, Tik Tok)
- virtual galas
- virtual programming (one-off events, series, subscriptions, int'l and underrepresented audiences)

- website upgrades (**user-centered w/ perspective functionality**)
- leverage website & social media to **engage** communities;
- equip staff/artists to become digital storytellers; user-generated content
- virtual programming
- use of mobile apps to supplement in-person experience w/ real-time interaction
- explore more permissive content licenses

- data management (list development, gift memberships, leverage online)
- digital philanthropy (improve fundraising digitally)
- talent management
- brand marketing (paid ads, retargeting campaigns)
- use of metrics and digital dashboards (KPIs incl. DROI)

- digital philanthropy (improve fundraising digitally)
- pay-to-play programming (archives, scholarly research, education)
- partnerships (colleges for real estate; corporate for distribution and new content like 3D & gamification, etc.)
- digital store (cross-selling) & 3rd party platforms for e-commerce
- target grants for digital and specific, new audiences vs. physical plant